

ABSTRACT OF DISCLOSURE

Methods for establishing commercial relationships between the consumer of the service and the service provider including the articulation of a reasoning criterion, and methods of publicly displaying messages utilizing unique headdress. The reasoning criterion illustrates, illuminates and educates the potential consumer regarding the services of the provider while the headdress worn publicly can be fitted with either manual or electronic message boards.

A unique blending or intermingling of universally recognized real or virtual images or both with a recognized language originates the reasoning criterion. Additionally, a bi-directional intercommunication channel between the potential consumer and the service provider is established. The intercommunication is accomplished by using face-to-face, electronic or World Wide Web embodiments.